

A RANGE OF DOG FOOD DESIGNED SPECIFICALLY FOR THOSE THAT SEEK SOMETHING OUT OF THE ORDINARY

The Superfood 65 range is for those who are the trailblazers, the adventurers and those who seek only the finest from their pet food.

With **65% total animal content**, a **massive 35% freshly prepared**, and a hand-picked blend of nutritious superfoods, there isn't a better choice to power your furry explorers throughout the adventures of life.

SUPERFOOD 65

provenance

AND PERFECTION

What sets our Superfood 65 range apart is **authentic stories of provenance and animal welfare**. We only source directly from **farms and fisheries we know and trust**, and we constantly audit our suppliers to ensure the animals we use in our recipes are well looked after.

For instance, Neil, our Aberdeen Angus farmer from Buttercrambe in Yorkshire, tends to his herd that roam the open parkland. He treats each one as if they were human and goes by the ethos that "if they're happy, I'm happy", and wants to give them the best possible life whilst they are on his farm.

Animal welfare is more than just respect, as it has been scientifically proven that happier animals produce the tastiest meat due to lower cortisol levels (stress hormones), which toughens up the meat, making it less tender and flavoursome.

Neil is just one of our trusted suppliers, and we have lots more fantastic provenance tales in the Superfood 65 range. From British Free-Range Chickens to Italian Buffalos, Scottish Salmon to British Grass-Fed Lambs, and many more.

Watch Neil's story and discover more about your Superfood 65 recipes by scanning the QR code to the right



Neil Hedley
Bridge Farm, Buttercrambe, Yorkshire

FARMS & FISHERIES



65% TOTAL
Each Superfood 65 recipe contains 65% total animal protein content.



35% MINIMUM FRESHLY PREPARED
Each recipe contains a minimum of 35% freshly prepared provenance protein.



DIGESTIVE HEALTH
Added pre-biotics MOS and FOS help aid digestive health.



COLLAGEN
Naturally occurring collagen helps maintain healthy joints and skin.



SUPERFOOD BLEND
A blend of 5 carefully selected superfoods, each with their own benefits.



JOINT CARE PACK²¹
To help support cartilage for healthy joints in overweight dogs.



LOW FAT²²
The light recipes have been formulated with a reduced fat content to help support a healthy weight.



HIGH PROTEIN RECIPE²³
Formulated to be low in carbohydrate and high in protein.



ADDED OMEGA-3 SUPPLEMENT²⁴
To help support a puppy's cognitive and visual development.

NATURALLY OCCURRING COLLAGEN

Your 35% minimum freshly prepared animal protein sources have naturally occurring collagen

- ✓ Naturally occurring collagen is found in freshly prepared ingredients
- ✓ Provides important building blocks for the body
- ✓ Helps maintain healthy bones, joints and skin

²¹ Available in Senior Dog Scottish Salmon, Senior Dog Small Breed Free Range Turkey, Puppy Scottish Salmon, Adult Dog Light Scottish Salmon, Small Breed Adult Light Free Range Turkey recipes

²² Available in Small Breed Adult Light Free Range Turkey & Adult Dog Light Scottish Salmon recipes

²³ Available in Puppy Free Range Turkey

²⁴ Available in Adult Dog Free Range Turkey

THE BENEFITS



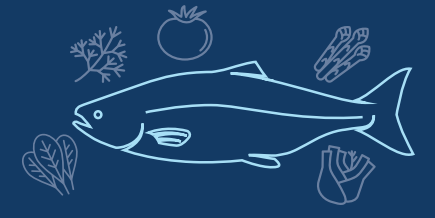
ANGUS BEEF
with Carrot, Green Beans, Cauliflower, Tomato & Courgette
Available in Adult Dog & Small Breed versions



FREE-RANGE TURKEY
with Parsley, Papaya, Nettle, Zucchini & Pumpkin
Available in Puppy, Adult, Small Breed: Adult, Light & Senior versions



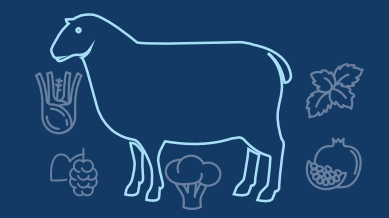
BRITISH FREE-RANGE CHICKEN
with Ginger, Pomegranate, Kale, Artichoke & Blueberry
Available in Adult Dog



SCOTTISH SALMON
with Dill, Spinach, Fennel, Asparagus & Tomato
Available in Puppy, Adult, Light, Senior & Small Breed Adult versions



ENGLISH COUNTRY DUCK
with Parsnip, Beetroot, Orange, Asparagus & Pumpkin
Available in Adult Dog



BRITISH GRASS-FED LAMB
with Mint, Pomegranate, Mulberry, Broccoli & Fennel
Available in Adult Dog



ITALIAN BUFFALO
with Basil, Blackberry, Turmeric, Flaxseed & Apple
Available in Adult Dog

Each of our Superfood 65 recipes contains a **minimum of 35% freshly prepared provenance ingredients** such as Scottish Salmon or British Grass-Fed Lamb.

Combined with a **carefully selected blend of 5 nutritious superfoods**, the recipes are mouth-wateringly tasty and superior in quality.

SEVEN UNIQUE RECIPES



SCOTTISH SALMON

Your salmon recipe contains freshly prepared Scottish Salmon.

Scottish Salmon is typically fed better quality feed, and farming is less intensive with fewer fish in a cage, meaning they can swim further and develop more muscle.

Salmon is naturally rich in omega-3 essential fatty acids, which have anti-inflammatory properties and provide support for skin and coat condition and joint health.



ITALIAN BUFFALO

Italian Mediterranean Buffalo are a breed of water buffalo most commonly raised outdoors in Southern Italy.

Compared to traditional beef, buffalo is considered a lean red meat with a naturally lower fat content and is high in protein.

Buffalo is thought to be a novel source of protein in pet food and, therefore, can make an excellent alternative for dogs with intolerances to specific proteins.



ENGLISH COUNTRY DUCK

We source barn-reared English Country Ducks which are Farm Assured certified.

We believe this provides the best possible outcomes for the health and welfare of this fantastic protein source.

Duck is a lean, nutrient-dense source of protein and also provides nutrients such as iron, selenium, B vitamins and zinc which contribute towards general health and well-being.



BRITISH GRASS-FED LAMB

It has been found that grass-fed lambs are leaner (have less body fat) and that the concentration of omega-3 fatty acids within the meat is increased, resulting in an increased ratio of omega-3 to omega-6 fatty acids.

Lamb is a nutrient-dense, highly digestible protein source. It is also a good source of vitamin B12 and iron, which are required to help keep nerve and blood cells healthy.



BRITISH FREE-RANGE CHICKEN

Free-range poultry generally have a higher protein content than commercially raised chickens.

Happier, healthier chickens are thought to produce tastier meat due to lower cortisol (stress) levels, which may toughen up meat.

Chicken is a lean protein source, rich in essential amino acids and a good source of vitamins and minerals, including B vitamins & iron, to help overall health & well-being.



ANGUS BEEF

Angus cattle are known for their significant muscle content. They are classed as higher quality produce than regular beef due to increased marbling (intramuscular fat).

Good marbling means fat is dispersed thinly and evenly throughout the meat, ensuring consistent texture, juiciness and flavour.

Angus beef is also lower in saturated fat and is rich in amino acids, vitamins and minerals.



FREE RANGE TURKEY

The Free-range turkeys in your recipe are kept at lower densities in the barn with access to daylight and fresh air.

They grow more slowly, meaning they have more flavour, more muscle fat, and a better, firmer meat texture.

The turkeys are a lean protein source rich in essential amino acids, low in fat and a good source of essential nutrients such as riboflavin, potassium and selenium.

SUPERIOR PET NUTRITION

- 65% TOTAL ANIMAL PROTEIN
- MIN 35% FRESHLY PREPARED
- SUPERFOOD BLEND
- MEATS COLLECTED FROM TRUSTED FARMS & FISHERIES

